



2021 LITTLE LEAGUE® TRAINING MANUAL

CONTENTS

CONTACTS: PAGE 3

- Paragon Marketing Group

GATORADE 101: PAGES 4 - 10

- Product Information
- Product Experience
- Premium Items
- Distribution & Mixing Guidelines
- Setup Examples

EDUCATION & MESSAGING: PAGES 11 - 13

- Tween Athlete Message
- Product Talking Points

CONTACTS

Libby Heisinger (*primary contact*)

- 847.404.7071 (C)
- 847.929.5510 (O)
- lheisinger@paragonmarketing.biz

Lauren Ahasic (*primary contact*)

- 630.204.8885 (C)
- 847.676.6582 (O)
- lahasic@paragonmarketing.biz

Christian Nielsen (*secondary contact*)

- 224.935.0410 (C)
- 224.278.8609 (O)
- cnielsen@paragonmarketing.biz

GATORADE 101 ■

Product & Premium Overview
Mixing & Distribution Guidelines
Sideline Setups

GATORADE 101

PRODUCT OVERVIEW

GATORADE THIRST QUENCHER

HELP REPLACE WHAT
YOU SWEAT OUT

Gatorade Thirst Quencher® is the most thoroughly researched sports beverage in the world. Scientifically engineered to help athletes perform at their best during athletic activity, GTQ continues to quench thirst, replace fluids and electrolytes, and provide carbohydrate energy to help athletes get the most out of their performance.

FLAVORS

Please visit gatorade.com for the full lineup of flavors.

NUTRITIONAL INFO

Serving Size: 12 fl oz

Calories: 80, **Total Fat:** 0g, **Sodium:** 160mg, **Potassium:** 45mg,
Total Carbohydrates: 22g, **Sugars:** 21g, **Protein:** 0g,

CONTACT YOUR GATORADE REP TODAY TO TRY A
SAMPLE OR FOR MORE INFORMATION.

GATORADE, G Design, Gatorade Prime and Gatorade Recover are registered trademarks of S-VC, Inc. ©2019 S-VC, Inc.



GATORADE 101

PREMIUM OVERVIEW



10-GALLON COOLER

Features handles and spigot



ICE BARREL

Features spigot to empty water from melted ice



48-QUART ICE CHEST

Features handles and drain



COOLER SPIGOT & CUP DISPENSER

Used with coolers for a touchless experience



SINGLE COOLER CART

Features shelves, wheels, cup holder – dugout use only



CUPS & DRIP BINS

2,000 cups per case



TOWELS & MIXING WANDS

Logo towels for athletes and event – blank towels for cleaning

GATORADE 101

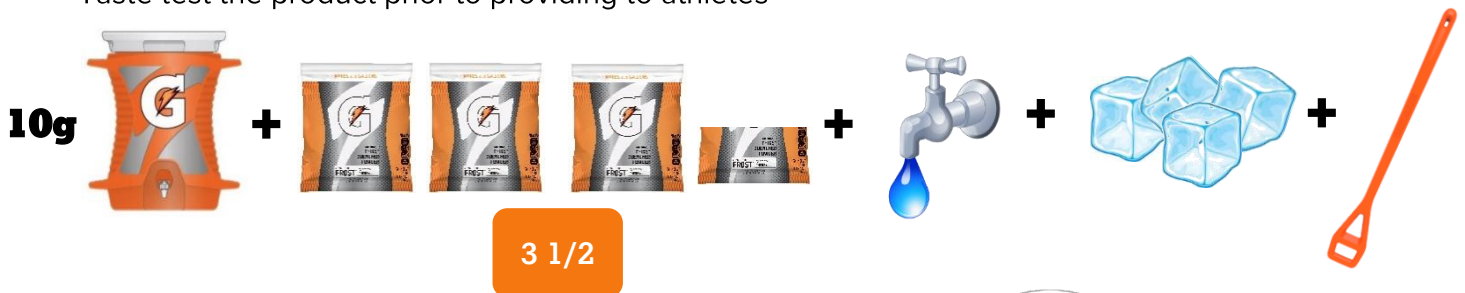
DISTRIBUTION & MIXING GUIDELINES

TO START

- Begin icing product down 1-2 hours before game start
- Determine best location(s) for Gatorade station(s)
 - Consider event layout and where athletes are entering/exiting
- Confirm you have all supplies
- Stage and set up your Gatorade station(s)
 - Position coolers, cups so they are visible to athletes

GATORADE THIRST QUENCHER MIXING INSTRUCTIONS

- Determine cooler size
 - Fill level indicators are located on inside of cooler (10-gallon)
- Empty GTQ powder packet into cooler
 - 10-gallon: Empty 3 and a half (2.5) GTQ powder packets
- Fill with water
 - 10-gallon: Fill with nine (9) gallons of water
 - Use indicator lines inside cooler to measure
- Remaining space in cooler allows room for ice
- Mix vigorously with mixing wand to dissolve powder
- Taste test the product prior to providing to athletes



- Ready-to-Drink bottles will be sent in limited quantities to each tournament
 - RTDs and ice barrels will be in a separate space in case any athletes need a bottle and cannot drink from a cooler
 - These should not be placed in the dugout but in a separate area only for use in special circumstances
 - Please make sure these bottles are iced down 1-2 hours before games start



GATORADE 101

DISTRIBUTION & MIXING GUIDELINES

SIDELINE TIPS & HINTS

- Replenish GTQ and cups as needed to ensure GTQ is always available to athletes
- Consider weather, length, and intensity of activity when determining amount of GTQ to make
- Ensure trash cans are available to maintain appropriate presentation
- Considerations for hydration station locations:
 - Product is for athletes only, not spectators

THROUGHOUT THE DAY

- Check coolers after each game or hydration period to make sure each product is stocked/filled and chilled, and not diluted (taste GTQ in coolers)
- Make sure area is kept clean – cups are thrown out and spills are cleaned up

RECYCLING

- Gatorade is committed to using best efforts to recycle materials whenever possible
- Items that can be recycled:
 - Any boxes used for product (GTQ Powder)
 - Cups
 - Cooler boxes

GTQ MIXING CLEANLINESS GUIDELINES

- A mask and gloves must always be worn when handling and filling coolers
- Coolers should be filled in a clean area and never placed on the floor for filling
 - Only use a food-grade hose and potable (drinking) water when filling or cleaning
 - Hose can only be used for making Gatorade and should not touch the product when filling or the floor before or after filling coolers
- Use disposable gloves, ice scoops, and wash hands prior to handling ice
- Clean, sanitize and dry all premiums at the end of each day using the wash-rinse-sanitize method:
 1. Wash: Use a clean bucket with detergent and wash cloth
 2. Rinse: Be sure to rinse the cooler three times
 3. Sanitize: Spray the cooler and the spigot with sanitizer solution
- Never leave Gatorade in coolers overnight!

GATORADE 101

DISTRIBUTION & MIXING GUIDELINES

HAND HYGEINE & OTHER PREVENTATIVE MEASURES

- Staff must follow normal preventative actions while on the job and avoid touching eyes, nose, or mouth and otherwise follow CDC guidelines
- Additional key times to clean hands include:
 - After blowing one's nose, coughing, or sneezing
 - After using the restroom
 - Before and after eating or preparing food
- Staff must not report to work if they have been 1) diagnosed with COVID-19 or been in contact with someone diagnosed as COVID-19 positive within the prior 14 days, 2) are experiencing flu-like symptoms (coughing, sneezing, shortness of breath, difficulty breathing, etc.) now or have experienced any such symptoms within the prior 14 days. Additionally, staff should follow their doctor's and/or WHO/CDC guidelines at all times

HOW TO CLEAN & DISINFECT

- Wear disposable gloves and a mask when cleaning and disinfecting surfaces
 - Single use disposable gloves must be discarded after each cleaning
 - Thoroughly wash hands with soap and water for at least 20 seconds before putting on gloves and immediately after gloves are removed
 - If soap and water are not available, an alcohol-based hand sanitizer that contains at least 60% alcohol may be used
- If surfaces are dirty, they must be cleaned using a detergent or soap and water prior to disinfection
 - For disinfection, diluted household bleach solutions, alcohol solutions with at least 70% alcohol, or EPA-registered household disinfectants must be used
 - Diluted household bleach solutions can be used if appropriate for the surface
 - Follow manufacturer's instructions for application and proper ventilation
 - Check to ensure the disinfectant is not past its expiration date
 - Never mix household bleach with ammonia or any other cleaner

GATORADE 101

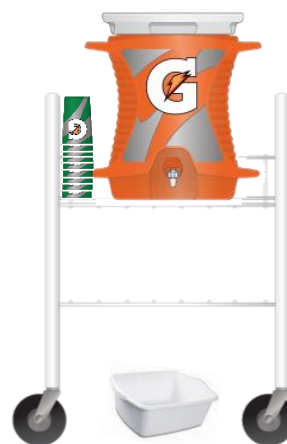
SIDELINE SETUP

HYDRATION STATION

- There should be one cooler setup per dugout
 - Place the coolers on either the cooler cart or end of dugout bench, closest to the field opening
 - Place drip bins under each cooler
- Place sleeve of 12 oz. cups in the cooler cart cup holder, cup dispenser or on the bench
- RTDs will be available in ice chests or ice barrels near the dugouts (if needed)



OR



EDUCATION ■

Athlete Message
Product Talking Points

EDUCATION

T W E E N A T H L E T E M E S S A G E

INTRODUCTION

Raise your hand if you're excited for games! ****Allow athletes a few seconds to raise hands**** Well we're excited to have you all here too! I'm **[NAME]**, the **[TITLE]** at **LITTLE LEAGUE**, and I want to ensure you all know what you can do to stay safe every time you get out on the field.

HYDRATION

One easy way we train our athletes to take care of their bodies is by making sure they are hydrated. Your body needs hydration just like a car needs gas or a phone needs to be charged, so we've got everything you need over at the Hydration Station(s). *****Motion to Hydration Station location(s)*****

It is very important to drink plenty of fluids, especially while playing sports and sweating, so be sure to take full advantage of the hydration breaks **[COACH NAME]** gives you.

CLOSING

If you need help or have any questions, look for your coach. Otherwise, have fun and play hard!

EDUCATION

PRODUCT TALKING POINTS

GATORADE THIRST QUENCHER

TALKING POINTS

- Timing: drink during game/practice
- Scientifically engineered to help keep you hydrated
- Contains:
 - Fluids to rehydrate
 - Electrolytes to replace what is lost in sweat
 - Carbs to refuel
- Incorporate the weather into talking points:
 - Warm weather: “It’s really hot/humid today, so make sure you are staying hydrated.”
 - Cool weather: “It’s just as important to stay hydrated when its cold/rainy/snowy.”
- Intake what you sweat out: start in a hydrated state

NUTRITION

- 12oz. serving
- 80 calories
- 22g carbs
- 45mg potassium
- 160mg sodium



THANK YOU